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Advertising Age®

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CNN: Features in the future

Net to soften its hard-news image

By SUSAN SPILLMAN

In a major promotional shift, Cable News Network next month will begin repositioning itself as "'Good Morning, America' 24-hours a day."

Without changing its on-air rotation, CNN will attempt to repackage its public image from an around-the-clock, hard news service to a broad-appeal news, information and entertainment channel. The image revamp, which is being applauded by agency executives, is a response to a research study that revealed that CNN subscribers "didn't understand [the] service."

It is also viewed as the only option left to CNN's owner, Turner Broadcasting System, to widen CNN's viewer base and attract greater ad revenues.

It is the first repositioning of the cable news channel since its inception in June, 1980.

"In the past, our advertising has been directed to the person who just wants to sit down and watch hard news," said Ron Harris, TBS director of advertising. "But we're more than that. We're sports, weather, interviews and entertainment shows. We want to be known as 'Good Morning, America' 24 hours a day."

To that end, the network has already dumped its slogan "CNN: Anything else is old news." In late February, the CNN slogan will become: "Experience life on CNN." The new theme will provide the core for all on-air promotion, as well as cable tv, network radio and national print advertising. Cable and radio spots will break next month, with print support following in March.

The new campaign, being handled in-house, will emphasize CNN's variety in programing. Each advertisement will tout several shows, such as the interview program "Freeman Reports," the debate show "Cross Fire" and its new "Entertainment Tonight" clone "Show Biz Today." Clips from these shows will be interspersed with closeups of viewers giving their reactions to the segments. No budget was disclosed.

CNN execs "realize that they're at a new plateau of maturity," said Ron Kaatz, senior vp-U.S. director

(Continued on Page 82)

Third and two

Can Rozelle save tv deal?

By ROBERT RAISSMAN

PALO ALTO, CAL.—When Super Bowl XIX ended yesterday, Pete Rozelle knew football's most important game wasn't over. The National Football League commissioner for the past 25 years knew it was really third down and a long two to go.

The Super Bowl capped the third year of the NFL's five-year, $2.1 billion tv deal with the Big 3 tv networks—a deal that has not worked the way anyone expected.

The first year there was a players' strike that shortened the season. During the next two years, tv ratings were down. And, Mr. Rozelle says, if the ratings don't rebound in the next two seasons, the NFL cannot expect the networks to top or even match that $2 billion plateau.

"We have to tailor our thinking to what the situation [will be] after two more years of ratings," Mr. Rozelle said. "I don't expect to get 2½ times more in quantum escalations that we've had in the past, based on what's happening now."

ABC's Roone Arledge says the networks must fight moves to ban beer advertising. See Page 3.

The value that the tv nets will place on the next NFL contract will be based on their projections of what advertisers will pay to appear in the games and the number and types of advertisers that will be attracted to the premium-price programing vehicle.

The networks will bring to the table their sense of advertiser attitudes toward the intangibles that make pro football a unique marketing vehicle in tv sports. Among the most important of those intangibles are football's demographics, the impression that its audience is composed of multiple viewers

(Continued on Page 82)

Photo by Arnie Adler

Pete Rozelle says advertisers may "choke" on higher NFL tv ad costs some day. But not yet.

RJR puts on the Ritz; PM goes to Rio

By WILLIAM F. GLOEDE

The cigaret market is headed for further segmentation as the two giants of the industry roll new products in coming months: The first designer name brand pitched at upscale, fashion-conscious women and an Hispanic smoke.

R.J. Reynolds Tobacco Co., Winston-Salem, N.C., will introduce Ritz, a 100mm, low-tar regular and menthol smoke carrying the Yves St. Laurent logo, into four markets March 4. Ritz will be tested in two markets at regular, branded prices and in two others at premium prices.

Industry leader Philip Morris Inc., New York, is gearing up for a test of a new brand called Rio, a full-flavored menthol (16mg tar, 1.1mg nicotine), aimed at Hispanics.

PM would not comment on Rio. Sources could not pinpoint test markets, but the new smoke is expected to appear soon in what was described as "red hot packaging." Wells, Rich, Greene, New York, is the agency.

The Hispanic market already has been mined by Liggett & Myers Tobacco Co., Durham, N.C., with its L&M Superior and Dorado

(Continued on Page 78)

Last Minute News

Klompus is out at TCS/Metrosports

PITTSBURGH—TCS/Metrosports president Leonard Klompus has resigned. TCS/Metrosports, the largest syndicator of collegiate sports in the U.S., did not explain the move. Chairman Nelson Goldberg will add the title of president.

Marching orders ready for 1776 military smoke

VIENNA, VA.—Park Avenue Tobacco Co. is expected to announce today a new cigaret for distribution to smokers in the U.S. military. Called 1776, the new, 100mm full-flavor smoke will be available in regular and menthol styles. Park Avenue is a new company headed by James Dowd, former marketing director-generics and private label brands at Liggett & Myers Tobacco Co. Advertising plans could not be determined.

Tupperware takes lid off tv campaign

ORLANDO, FLA.—Tupperware International broke its first consumer ad campaign in recent years Jan. 20 on ABC's "Sunday Night Movie." The tv spot will run during two three-week flights in daytime and prime time, supported by color magazine spreads. Young & Rubicam, Chicago, is the Tupperware agency.

Fairbanks stars in Wool Bureau campaign

NEW YORK—The Wool Bureau, using spokesman Douglas Fairbanks Jr., will kick off a new radio campaign next month aimed at women. A second

(Continued on Page 8)

Big Mac is back

The rap sheet on McDonald's is being rewritten. The burger giant is proving it's still the force to be reckoned with in fast food. Corporate Closeup: Page 3.

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
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WASHINGTON DC 20014

Half-billion $ capital investment

P&G pampers diaper brands

By NANCY GIGES

NEW YORK—Procter & Gamble demonstrated last week that it intends to wear its disposable-diaper crown regally.

The intensity of P&G's all-out effort to regain a stronger position in the $4.7 billion worldwide disposable-diaper category (AA, Dec. 24) was highlighted when the company held a rare press conference, its second here in less than a month, to proclaim a $500 million capital investment plan for those products.

Over the next two years, Cincinnati-based P&G will spend more than a half-billion dollars to retool its plants worldwide and will commit at least $100 million to advertising in the U.S. to tell the story of "new, improved" Pampers.

Benton & Bowles handles Pampers in the U.S. The domestic market for diapers totals $2.7 billion at retail.

P&G has concluded that success in the disposable-diaper market lies in the premium-price segment, which now includes Kimberly-Clark Corp.'s Huggies and P&G's Luvs.

The new Pampers being rolled out this week in Florida and South Georgia has been redesigned and upgraded to a premium-price product. It is similar, but not identical, to the diaper P&G is testing in Wichita, Kan.

Some of the features that P&G claims will make it the best product by far in the marketplace in-

(Continued on Page 78)

Geo's last hurrah: The 5-year-old slick, general-interest magazine folds with its February issue.

'Geo' goes off without a niche

By WILLIAM F. GLOEDE

The death of Knapp Communications' *Geo* brought forth expressions of sorrow from readers and advertisers alike, but industry analysts believe the decision to fold the book was inevitable (AA, Jan 17).

An expensive folding it was. Between Knapp and Gruner & Jahr, the company that launched *Geo* in the U.S., more than $70 million was spent trying to turn the magazine's balance sheet from red to black. It was, according to highly placed trade sources, one of the most expensive magazine failures in history.

"It never had a targeted audience that was definable, attractive and American," said J. Kendrick Noble, publishing analyst for Paine Webber in New York.

"It never really found its niche," said Paul Zuck-

(Continued on Page 80)

Highlights

Nike Inc., recovering from its first-ever quarterly net loss, is expected to prune its advertising and promotional budget by 10% this year. *See Page 6.*

Saatchi watchers are wondering whether the loss of Tim Bell, international chairman and one of the co-founders of Saatchi & Saatchi, will damage prospects for future agency growth. *See Page 10.*

Holly Farms Poultry Industries expects its new bite-size chicken nuggets to be so popular

that imitators will flock to the segment within three months. Ads feature Dinah Shore. *See Page 28.*

Canned goods aren't exactly high-tech, but the Canned Food Information Council thinks its state-of-the-art campaign will rival the impact of Apple Computer's ads in making its product desirable. *See Page 28.*

Add Grey Advertising to the growing list of marketing-oriented, package goods ad agencies that have fallen to the lure of creativity. *See Page 32.*

Many ad agencies say their work for clients is all the advertising they need, but other agencies use house ads to promote their services. *See Page 36.*

All of life's changes can contribute to stress, and learning how to manage those changes and thereby control the stress can lead to a happier, healthier life. *See Page 38.*

While some feel that advertising populated with lithe, tanned and bikinied girls is the formula for successfully selling suncare products, Plough Inc. is abandoning warm bodies for animation in ads for its new Shade sunscreens. *See Page 56.*

Advo/Blair, the direct-mail marketing unit of John Blair Corp., is pressing the U.S. Postal Rate Commission to recommend sharply higher postal charges for daily newspaper "total market coverage" programs. *See Page 66.*

A decision by a former director of the Courier-Journal and Louisville Times Co. to sell her shares in that company and in two other family-owned companies may start a movement to wrest control of the businesses. *See Page 73.*

A British company that says it has captured 30% of the U.K. market for game software in less than a year will try to export its success to the U.S., using K mart stores as its port of entry. *See Page 76.*

CORPORATE CLOSEUP

McDonald's Corp. in the past year has come alive. It has been making important adjustments in its thinking and operations that augur significant long-term changes. *See Page 3.*

FORUM

Author William Meyers looks at the consumer culture of the future. *See Page 18.*

Daniel Hoover explains why political ads don't have to measure up to industry standards. *See Page 18.*

INTERNATIONAL

Batey Ads, a leading Singapore agency, is making a major push into the U.S. market with a little help from its friends at Della Femina, Travisano & Partners in Los Angeles. *See Page 46.*

The advertiser backlash against rising network tv costs in the U.S. can get rough, but nothing like what is happening in Hong Kong, where a handful of major advertisers is threatening to remove ads from one of the colony's two tv stations because of alleged "unprofessional conduct." *See Page 46.*

The Reader's Digest Assn.'s plans to snare more black readers in South Africa has been sidetracked by a severe recession and a three-year drought. After a subscription drive last year among affluent and educated blacks, many potential subscribers decided to forego the *Digest* offer and all marketing efforts were cut back. *See Page 48.*

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'Lemmings' spot hits sea of hype

By CLEVELAND HORTON

Apple Computer's 11th-hour turnabout decision to air its costly "Lemmings" commercial during the Super Bowl carried the blessings of the company's top managment, though it aired against their better judgment.

The sequence of events surrounding Apple's "go-no, go-go" debate appeared to many in the advertising community to be Madison Avenue's contribution to Super Bowl XIX's fabled media hype.

One tv commercials producer familiar with the Chiat/Day-created "Lemmings" work said there was "no way" Apple would skip putting the commercial on the Super Bowl. He added that some promotion-inspired misdirection about the spot's future role had to help Apple in its battle against giant IBM Corp., as well as Chiat/Day's creative cachet.

As the story goes, it seems that neither Apple chairman Steve Jobs nor president John Sculley wanted to run "Lemmings" during Super Bowl XIX. Both men felt that the commercial paled by comparison to "1984," the Apple spot that stunned many viewers of last year's game (AA, Jan. 14).

However, the two ultimately left the final decision to Mike Murray, marketing manager for Apple's Macintosh line, after hearing impassioned pleas from Chiat/Day. And it was Mr. Murray who de-

(Continued on Page 80)

Yes, they'd go this far in fare fight

American takes flier

By TOM BAYER

DALLAS—American Airlines last week trumpeted slashed fares in ads asking "Whoever thought we'd go this far?" as competing carriers and their agencies scurried to go just as far.

American, the nation's No. 2 carrier, announced Jan. 17 it would offer "Ultimate Super Saver" fares next month on more than 2,400 routes. The highly restricted, mileage-based structure drops one-way fares to between $39 and $129, or about 70% below regular full-fare coach rates.

Competitors reacted quickly. Within hours of American's announcement, most other major carriers grudgingly agreed to match the special fares, which require 30-day advance purchase.

Staffers on the United Airlines account at Leo Burnett Co., Chicago, worked through the night after American's announcement, sources said.

As a result, Elk Grove Village, Ill.-based United placed its own ads Jan. 18 for what it called "Ultra-Saver fares."

"We really had to hustle," admitted a United spokesman, "but we knew that American was going to announce lower fares. Once we decided that we would match them, it was only a matter of seeing what their fares were and then going to work."

American's campaign, created by Bozell & Jacobs/Southwest, included heavy newspaper and radio buys in 92 cities, with spot tv in its

(Continued on Page 78)

Thursday:

Sunday newspapers are prospering, reporting more than six times the circulation growth of weekday papers in the past decade. The Sunday paper's role in the U.S. newspaper industry will be examined in Special Report: Newspapers in next Thursday's edition of ADVERTISING AGE.

Nike weighing ad, promo budget cuts

By RUTH STROUD

Nike Inc., recovering from its first-ever quarterly net loss, is expected to prune its advertising and promotional budget by 10% this year.

The Beaverton, Ore.-based athletic shoe and apparel company made marketing news last year with its first corporate campaign by Chiat/Day, Los Angeles. The campaign was noteworthy for its all-art, no copy approach.

It reported a $2.2 million net loss for the second quarter ending Nov. 30, however, although revenues increased 9% compared with the same period in 1983.

Nike blamed a 34% increase in sales and administrative costs (of which promotional/endorsement costs are said to be a large part), plus lowered margins on its athletic shoes, for the loss. Orders for domestic footwear due to arrive during the next six months were down 31% compared with the previous year, primarily because of an enormous backlog of shoes piling up on store shelves.

The surplus, which has reached as many as 22 million pairs of shoes in recent years, has been whittled down to what Philip Knight, chairman and president-ceo, calls a manageable level of 11 million-to-12 million pairs.

Chris Van Dyke, a Nike spokesman, said the company is "tossing around" 10% as an amount by which it may cut its promotional expenditures. The 13-year-old company reportedly spent more than $53 million for advertising, publicity, athletic sponsorships and payments to its stable of athletes in fiscal 1984. An estimated $16 million to $20 million was spent in advertising during calendar 1984, including the corporate—and widely publicized—Chiat/Day campaign.

The company has six and seven-figure contracts with many prominent athletes, including Chicago Bulls' rookie basketball player Michael Jordan, tennis pro John McEnroe and marathon runners Joan Benoit and Alberto Salazar.

Nike isn't expected to scuttle its 1985 advertising plans, but simply spend its promotional dollars differently, Mr. Van Dyke said. At least two promotions breaking this spring will center around two star athletes and new apparel and shoe lines carrying their names. Other apparel and/or shoe lines are available or in development.

Mr. Jordan will appear in ads for his Air Jordan apparel and basketball shoe lines (AA, Oct. 18); Mr. McEnroe will tout a line of tennis apparel.

A running line for women bearing Ms. Benoit's name also is in development.

Mr. Salazar's autograph has graced his "PR" (for "personal record") line of running wear since last fall, and he has appeared in print ads.

In both its promotions and its new-products ventures, the company clearly is seeking to broaden its image beyond its roots as a running-shoe company.

Capitalizing on the fitness boom, Nike plans to introduce its first aerobics shoe, the Air Conditioner, and its first bicycling shoe, the Velo, at the National Sporting Goods Assn. meeting in Dallas this month.

Most of Nike's current troubles can be traced to flattening of the running-shoe market, the major portion of the company's one-third share of the $2 billion U.S. athletic shoe market.

Sales of running shoes in the U.S., once the key growth factor in Nike's business, were down 28.7% for the quarter, while sales of its court shoes (basketball and tennis) were up 4.7%.

Sales in international and apparel, areas on which Nike has placed more emphasis since the running boom began to lose its luster, grew 42.2% and 51.6% respectively, still not enough to brighten the over-all profit picture for Nike.#

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A small mistake can cause a large embarrassment.
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CORRECTIONS & CLARIFICATIONS

- The correct Consumer Magazine Ad Linage listing for *Town & Country* (AA, Dec. 24, P. 35) should have read: December, 1984: 195.6 ad pages; 1,893 pages for the year 1984, making '84 the 138-year-old publication's most successful ad page/revenue year. The correct 1983 ad page total for *T&C* is 1,814. The figures published in the AA chart were for the second half, rather than for the full year.
- Chesebrough-Pond's Rave conditioner is handled by Ogilvy & Mather (AA, Jan. 7, P. 56).
- Del Monte Corp.'s Sunkist Drinks unit's reformulated diet Sunkist orange soft drink will use 100% aspartame, not a saccharin-aspartame blend as reported (AA, Jan. 14, P. 8).
- The correct name of E. & J. Gallo Winery's new wine cooler is Bartles & Jaymes (AA, Jan. 14, P. 8).
- Advertising for Volkswagen's Jetta model was created by Doyle Dane Bernbach's Troy, Mich., office (AA, Jan. 14, P. 34).
- The Sugar Assn.'s proposed 60% ad budget increase is expected to be approved March 1. The group's new campaign will include network radio and national print buys and a test of tv, not network tv as reported (AA, Jan. 14, P. 8).#

"IT'S LIKE HAVING A STAT HOUSE IN THE HALLWAY."

—Alex Stefanishin, President
Anders Advertising, New York City

Anders Advertising used to spend a lot of money on photostats. From their own stat machine and from outside stat houses.

"Then I heard about Minolta's Beta 450Z copier," says Owner/President Alex Stefanishin.

The Beta zoom lens can reduce and enlarge originals to a virtually limitless range of copy sizes. From almost 50% larger than the original to 50% smaller.

"I wanted the 450Z for the time it would save us in preparing artwork for layouts and mechanicals," says Stefanishin.

"It was only later that I realized how much money we were saving.

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Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

January

	Pages Jan. 1985	Jan. 1984
— Art & antiques —		
American Artist	68.4	46.9
Antiques	218.2	207.3
Antique Monthly	—	—
Art in America	85.5	101.0
Southwest Art	69.5	75.3
Total Group	**441.6**	**430.5**
% change		+2.5%
— Auto/cycle/rec. vehicles —		
AutoWeek	101.0	78.2
Car & Driver	110.6	60.2
Car Collector & Car Classics	21.0	20.0
Car Craft	46.9	37.0
Cycle	32.3	23.9
Cycle Guide	21.2	23.3
Cycle World	39.1	26.2
Dune Buggies & Hot VWs	76.1	80.9
Family Motor Coaching	—	—
4 Wheel & Offroad	54.3	42.3
Four Wheeler	70.3	48.2
Hot Rod	31.8	30.6
Motorcyclist	16.8	14.8
Motor Trend	55.2	41.6
Motorhome Life	94.7	73.5
Pickup, Van & 4 WD	17.4	13.1
Road & Track	97.4	73.3
3 Wheeling	46.6	25.4
Trailer Life	107.8	106.2
Total Group	**1,040.5**	**818.7**
% change		+27.1%
— Boating & yachting —		
Boating	145.8	150.2
Chesapeake Bay	26.1	27.3
Cruising World	124.4	142.1
Lakeland Boating	—	—
Motor Boating & Sailing	215.1	171.3
Sail	—	—
Sea & Pacific Skipper	49.1	54.4
Small Boat Journal (6X)	—	—
Trailer Boats	29.5	26.3
Western Boatman (6X)	54.1	39.3
Yachting	216.4	203.5
Total Group	**714.7**	**814.4**
% change		−12.2%
— Canadian —		
L'Actualite	26.7	39.0
Chatelaine:		
English Edition A.	60.8	62.7
French Edition	43.5	55.2
City Woman (5X)	—	—
Equinox (6X)	19.8	29.8
Financial Post Magazine A.	30.0	23.9
Flare A.	37.4	55.2
Homemaker's Magazine	—	—
Madam Au Foyer	—	—
Macleans (52X) A.	62.7	78.4
Montreal Calendar	19.3	23.0
Montreal Ce Mois Ci	19.5	23.0
Reader's Digest:		
Canadian-English A.	60.8	62.7
Canadian-French A.	43.5	55.2
Toronto Life	61.1	50.1
Vancouver	—	—
Total Group	**485.5**	**558.2**
% change		−13.0%
— Civic/fraternal —		
American Legion	28.7	31.4
Elks Magazine (10X)	25.5	34.9
Kiwanis Magazine	13.6	13.3
Lion (10X)	6.7	6.0
Moose Magazine	—	—
Rotarian	13.6	17.1
V.F.W. (10X)	23.9	29.9
Total Group	**112.0**	**132.6**
% change		−15.5%
— Comics —		
Archie Comic Group (6X)	—	—
DC Comics	9.0	9.5
Total Group	**9.0**	**9.5**
% change		+0%
— General —		
American Health (10X)	42.3	54.0
American West (6X)	25.5	22.5
The Atlantic A.	36.7	29.5
Audubon Magazine (6X)	30.9	23.6
Bon Appetit A.	56.2	49.8
Changing Times	35.4	47.5
Connoisseur	42.1	29.4
Cuisine Magazine	—	—
Ebony	64.9	54.5
Fifty Plus	34.3	40.7
Food & Wine	34.5	33.2
Games	16.9	27.3
Geo	22.8	37.4
Gourmet	—	—
Home Entertainment (8X)	—	—
Harper's Magazine A.	27.2	28.4
Life *	77.9	84.3
Modern Maturity (6X)	43.8	25.2
Money	95.4	81.1
Moneysworth (4X)	13.8	17.2
Mother Earth News (6X)	53.0	62.7
Mother Jones (10X)	12.3	16.7
National Geographic	14.8	17.3
Prevention	64.6	68.9
Psychology Today	26.7	22.2
Reader's Digest A.	56.4	62.1
Saturday Evening Post (9X)	—	—
Signature	39.1	41.5
Smithsonian	68.0	66.5
Success	30.2	36.6
Town & Country	86.9	65.6
Travel/Holiday	37.3	35.1
Travel & Leisure	60.0	62.3
Vanity Fair	26.2	25.3
Video	78.2	74.8
Video Review	63.4	61.6
Writers Digest	23.5	23.4
Yankee	71.4	101.0
Total Group	**1,514.6**	**1,503.9**
% change		+0.7%
— Home —		
Americana (6X)	40.3	34.5
Architectural Digest A.	75.6	73.6
Better Homes & Gardens	65.3	70.4
Colonial Homes (6X)	46.2	49.5
Country Journal	30.3	50.9
Country Living	56.7	49.6
Dallas/Ft. Worth Home & Garden	54.7	52.7
Family Food Garden (6X)	—	—
Family Handyman (10X) A.	61.6	61.6
Flower & Garden (6X)	—	—
Home	44.5	34.8
The Homeowner (10X)	32.5	24.5
Horticulture	—	—
House Beautiful	58.5	60.4
House & Garden	67.8	45.2
Houston Home/Garden	82.7	72.7
Metropolitan Home	38.3	47.5
New Shelter (9X)	51.7	55.1
1001 Home Ideas	—	—
Organic Gardening	69.7	91.8
Phoenix Home/Garden	63.5	56.0
San Diego Home/Garden	57.0	55.5
Southern Accents (6X)	73.5	49.0
Southern Living	80.0	78.7
Sunset Magazine A.	84.2	68.7
Texas Homes	94.2	94.2
Workbench (6X)	64.3	68.0
Total Group	**1,393.1**	**1,344.9**
% change		+3.6%
— in-flight & other passenger —		
Aboard Group (7) (4X)	—	—
Alaska Airlines	38.6	35.5
Alaskafest	—	—
American Way	86.5	91.7
Continental	46.3	48.5
East/West Network:		
Eastern Review	84.2	109.7
Northwest Orient	34.2	27.7
Ozark	34.3	43.0
PSA Magazine	66.0	78.2
Pan Am Clipper	55.0	40.2
Republic Scene	43.2	51.5
United	78.7	91.3
USAir	40.5	50.0
Western's World	44.3	50.7
Halsey Publications:		
Air Cal	39.3	38.0
Delta Sky	56.3	71.8
Frontier	26.3	39.7
Skylite	28.7	19.0
Hawaii	23.8	22.2
Pace (6X)	53.0	77.8
Southwest Airlines	53.3	74.3
Spirit of Aloha	23.7	20.9
Total Group	**956.2**	**1,081.7**
% change		−11.6%
— Men's —		
Esquire	43.7	44.9
Firehouse Magazine	43.2	41.5
Gentlemen's Quarterly A.	—	—
Penthouse A.	51.9	50.1
Playboy A.	94.0	93.2
Total Group	**232.8**	**229.7**
% change		+1.3%
— Metropolitan —		
Aloha (6X)	28.2	25.2
Atlanta	41.0	27.0
Baltimore	58.5	44.8
Boston	145.9	116.6
California	—	—
Charlotte (10X)	—	—
Chicago	100.2	123.0
Chicago's North Shore	81.2	72.6
Cincinnati	—	—
Cleveland	—	—
Coast (38X)	70.4	77.0
Columbus Monthly	75.6	50.7
Commonwealth	60.3	50.0
Connecticut	91.2	71.5
Country Magazine	28.8	23.3
D/Magazine, Dallas/Ft. Worth	116.3	87.7
Denver	18.5	14.3
Exclusively Yours, Wisconsin (15X)	—	—
Grand Rapids	36.0	35.3
Gulfshore Life (10X)	85.6	72.8
Honolulu	79.1	51.3
Houston City	72.0	58.0
Indianapolis	32.4	40.0
Kansas City	31.4	31.6
Los Angeles	143.5	150.0
Louisiana Life (6X)	71.3	63.2
Madison	80.0	61.0
Metropolitan Detroit	76.5	—
Miami Mensual	40.5	35.0
Miami/South Florida	99.6	97.4
Milwaukee	54.3	26.9
Minneapolis/St. Paul	112.0	56.8
Monthly Detroit	47.4	22.0
Nashville	—	—
New Jersey Monthly	54.8	42.5
New Mexico	58.5	41.0
Ohio	52.8	37.2
Oregon	—	—
Orlando	98.0	74.0
Palm Beach Life	118.1	108.1
Palm Springs Life	—	—
Philadelphia	102.0	82.8
Phoenix	117.2	93.3
Pittsburgh	48.8	43.3
St. Louis	53.0	41.0
San Diego	163.8	121.1
San Francisco	93.0	47.8
San Francisco Focus	74.7	35.5
Tampa Bay	—	—
Texas Monthly	91.7	81.3
Twin Cities	56.3	46.6
Ultra	53.4	61.8
The Virginian	58.0	40.0
Washington Dossier	—	—
The Washingtonian	147.0	109.0
Total Group	**3,418.8**	**2,691.3**
% change		+27.0%
— Movie/romance/radio/tv —		
Macfadden's Women's Group:		
Modern Romances	16.5	14.0
Secrets	16.5	14.0
True Confessions	16.5	14.0
True Experience	16.5	14.0
True Love	16.5	14.0
True Romance	16.5	14.0
Sterling Women's Group:		
Daytime TV	28.5	26.5
Modern Screen	—	—
Movie Mirror (6X)	—	20.5
Soap Opera Stars	—	19.5
TV Movie Screen	—	—
TV Picture Life	—	20.5
Teen Bag (6X)	7.4	—
Total Group	**134.9**	**171.0**
% change		−21.1%
— Music/entertainment —		
American Film (10X)	34.2	40.3
Circus Magazine	—	—
Dance Magazine	56.1	60.3
Musician	48.7	56.0
Playbill	43.6	47.2
Record	15.1	20.4
Stereo Review	47.2	42.3
Total Group	**244.9**	**266.5**
% change		−8.1%
— National Sun. magazines —		
Family Weekly A.	57.2	71.5
Parade	47.1	79.3
Total Group	**104.3**	**150.8**
% change		−30.8%
— Outdoor & sport —		
Alaska	42.5	34.8
The American Handgunner (6X)	33.0	35.0
American Hunter	15.2	14.7
American Rifleman	26.7	26.2
Backpacker (6X)	25.3	31.2
Bass Master (8X) A.	47.4	44.2
Bicycling (9X)	80.7	92.9
Field & Stream	54.3	52.7
Fins & Feathers A.	25.9	31.1
Fishing World (6X)	30.1	31.2
Florida Sportsman	89.8	75.1
Flying	39.9	32.2
Fur-Fish-Game	19.9	27.2
Golf Digest C.	107.6	44.0
Golf Magazine	137.5	137.7
Guns	21.0	21.0
Guns & Ammo	35.8	29.4
In-Fisherman (6X)	115.0	114.0
Muscle & Fitness	103.3	119.0
Outdoor Life	43.2	50.6
Outside Magazine	—	—
Petersen's Hunting	29.3	25.2
The Runner	27.0	37.8
Runner's World (13X)	—	—
Salt Water Sportsman	76.1	62.8
Shooting Times	—	—
Ski (8X) A.	75.5	95.1
Skiing (7X)	87.8	87.3
Skin Diver	73.5	71.9
Southern Outdoors (8X)	38.1	36.4
Sport	36.5	36.3
Sports Afield	61.0	62.6
Tennis	51.1	41.4
Western Outdoors (10X)	30.3	34.7
Total Group	**1,680.3**	**1,635.7**
% change		+2.7%
— Photography —		
American Photographer	45.7	38.3
Petersen's Photographic	23.9	29.7
Popular Photography	89.2	90.1
Total Group	**158.1**	**158.1**
% change		+0.4%
— Religious —		
BBI Jewish Monthly (10X)	16.2	18.2
Christian Herald	40.0	32.5
Christian Life	24.9	24.0
Christianity Today	43.3	40.2
Inside (4X)	—	—
Moody Monthly	50.7	43.3
Today's Christian Woman (6X)	—	—
Total Group	**175.1**	**158.2**
% change		+10.7%
— Science/electronic/-mechanic —		
Compute	68.2	112.1
Computers & Electronics	31.3	52.0
Creative Computing	106.5	158.7
Discover	30.7	28.2
Family Computing	62.5	63.0
InfoWorld	122.0	185.0
Mechanix Illustrated	59.2	51.3
Omni	46.4	55.3
Natural History	41.5	44.4
Personal Computing	154.4	176.2
Popular Mechanics	—	—
Popular Science	49.7	78.4
Science Digest	32.7	23.9
Science 84 (10X)	—	—
Scientific American	46.4	62.7
Spectrum	113.9	95.0
Total Group	**858.9**	**1,186.2**
% change		−27.6%
— Women/fashion/service —		
Bride's Magazine (6X) A.	519.9	517.1
Cosmopolitan A.	137.8	151.4
Essence	78.0	59.4
Family Circle A.	98.0	138.4
Glamour	97.6	96.6
Good Housekeeping A.	98.7	108.6
Handmade (6X)	—	—
Harper's Bazaar	84.1	76.2
Health	32.0	30.1
Ladies' Home Journal	75.1	93.1
Ladycom	28.4	29.5
Lady's Circle	4.1	8.2
Mademoiselle	56.9	72.2
McCall's	73.1	67.4
Modern Bride (6X)	488.5	413.8
Ms.	49.1	30.2
New Woman	33.7	35.9
Parents Magazine A.	66.9	53.5
Redbook	69.1	71.6
Self	56.2	59.3
Seventeen	55.0	65.8
Shape	51.0	52.0
Soap Opera Digest	23.2	23.3
'Teen Magazine	29.2	26.3
True Story A.	28.8	28.0
Vogue	141.0	119.6
Weight Watchers	19.7	25.4
Woman's Day A.	64.0	73.1
The Workbasket (10X)	38.3	42.7
Working Mother	60.4	54.1
Working Woman	73.5	64.4
Total Group	**2,731.3**	**2,687.2**
% change		+1.6%
— Youth —		
Boys' Life	16.3	16.1
Total Group	**16.3**	**16.1**
% change		+0%

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. 1985 figure includes 60-page special section. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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December

	Current month 1984	Current month 1983	Year-to-date 1984	Year-to-date 1983
— Business —				
Arizona Business Gazette	51.7	27.9	324.8	202.3
Atlanta Bus. Chronicle (52X)	—	—	—	—
Austin Business Journal	54.7	—	548.2	—
Barron's (52X)	176.2	170.0	2,113.1	2,445.8
Black Enterprise	—	—	—	—
Boston Business Journal	139.4	86.3	1,198.3	807.0
Business Atlanta	81.5	48.5	723.4	527.5
Business Week (52X) A.	432.8	421.7	4,976.9	4,643.9
California Business	78.9	69.5	1,089.2	891.1
Capital District Bus. Review	29.6	37.4	538.4	436.1
Corporate Report/-Kansas City	65.8	56.0	747.0	627.2
Corporate Report/-Minnesota	68.5	78.4	1,022.0	945.3
Crain's Chicago Bus. (52X)	120.5	111.8	1,631.2	1,520.2
Crain's Cleveland Bus.	62.0	52.8	813.7	627.3
Dallas/Ft. Worth Bus. (52X)	—	—	—	—
Dun's Business Month	56.0	77.0	817.0	792.0
Financial World (24X)	39.0	40.0	389.0	450.3
Florida Trend	64.3	62.5	1,009.6	889.5
Forbes (26X)	427.7	368.0	3,832.9	3,404.4
Fortune (26X) A.	305.7	328.0	3,487.4	3,249.9
Frequent Flyer	52.2	45.7	705.3	580.5
Futures	42.5	55.0	660.1	678.7
Hawaii Business	46.9	58.1	608.2	590.6
High Technology	37.2	33.8	410.2	352.2
Houston Bus. Journal (52X)	—	—	—	—
Inc. Magazine A.	158.6	168.1	1,500.2	1,344.8
Income Opportunities (10X)	50.5	54.7	515.3	505.0
Industry Week (26X) A.	73.6	85.7	1,337.1	1,248.1
Indianapolis Business Journal	89.9	93.7	1,352.6	1,049.7
Minnesota Business Journal	44.4	41.4	601.8	488.8
Nation's Business A.	25.4	15.9	335.0	313.0
New England Bus. (20X) B.	59.8	35.7	878.2	718.3
New Jersey Success	—	—	—	—
New Orleans Citibusiness	87.0	—	1,375.5	—
Pacific Business News (52X)	88.6	95.9	1,196.2	1,207.6
Philadelphia Bus. Journal	111.0	65.0	1,315.5	775.3
Pittsburgh Bus. Times (52X)	96.3	48.3	712.3	599.3
Savvy	57.7	49.8	536.3	510.6
St. Louis Business Journal	161.6	134.8	1,721.6	1,320.0
South Florida Bus. Journal	73.7	51.9	823.1	454.1
Texas Business	80.0	53.2	886.9	771.9
Venture	87.0	85.7	1,054.6	799.2
Total Group	**3,778.2**	**3,308.2**	**43,788.1**	**36,767.5**
% change		**+14.2%**		**+19.1%**
— Newspaper Sunday magazines* —				
Arizona Republic	59.0	78.0	728.0	705.0
Boston Globe	198.4	182.1	2,475.9	2,284.0
Chicago Tribune	113.1	120.1	968.3	1,069.4
Cincinnati Enquirer	59.8	75.0	899.1	915.7
Cleveland Plain Dealer	57.0	54.0	708.0	983.0
Columbus Dispatch	45.0	40.7	599.6	557.2
Dallas Times Herald	—	—	—	—
Denver Post	—	—	—	—
Detroit News	69.8	87.8	1,102.6	1,204.7
L.A. Times Home Magazine	—	—	—	—
Louisville Courier-Journal	99.6	94.1	920.6	1,061.2
Miami Herald	57.1	51.2	621.2	633.3
New York News	—	—	—	—
New York Times Magazine	406.8	313.2	4,682.5	4,196.1
Philadelphia Inquirer	124.7	58.4	772.5	682.9
Toledo Blade Magazine	58.2	45.7	625.6	543.4
Washington Post	151.3	150.6	1,385.5	1,383.8
Total Group	**1,499.8**	**1,350.9**	**16,489.4**	**16,219.7**
% change		**+11.0%**		**+1.6%**
— Weeklies/bi-weeklies —				
Army Times Military Group:				
Air Force Times (52X)	165.5	136.0	1,864.9	1,769.8
Army Times (52X)	160.0	134.3	1,790.1	1,738.3
Navy Times (52X)	169.9	143.5	1,991.3	1,948.9
The Times Magazine	3.2	7.8	172.3	164.2
The Blood-Horse (52X)	554.5	679.2	7,153.4	7,222.5
California Living	64.4	70.8	705.0	721.8
Capper's Weekly (26X)	12.2	14.4	298.0	304.4
Commonweal (22X)	1.8	6.1	79.6	79.7
Golf World (43X)	53.7	47.8	857.9	860.7
Grit (52X) A.	11.1	12.1	258.8	296.2
National Journal	24.3	10.0	327.3	293.0
National Review	17.1	33.2	318.8	387.1
New Republic (48X)	4.3	6.3	397.7	417.4
New York Magazine (50X)	37.5	39.7	559.5	566.3
New Yorker (52X)	380.4	328.5	3,529.3	3,631.2
Newsweek (52X) A.	260.1	275.2	3,011.0	2,946.1
People (52X)	447.3	363.8	4,060.5	3,444.2
Rolling Stone (25X)	131.7	141.8	1,085.6	1,172.8
Sporting News (52X)	37.2	37.7	577.9	659.4
Sports Illustrated (52X) A.	217.5	212.3	3,029.8	2,760.6
Time (52X) A.	263.8	215.6	2,823.4	2,698.6
Travelhost (52X)	—	—	—	—
TV Guide (52X) A.	303.8	302.2	3,799.3	3,643.5
Us Magazine (26X)	48.8	42.7	439.8	538.1
U.S. News & World Report (52X) A.	178.1	160.0	1,758.0	1,786.0
Total Group	**3,548.2**	**3,421.0**	**40,889.2**	**40,050.8**
% change		**+3.7%**		**+0.2%**
— Foreign —				
Good Housekeeping Foreign Editions:				
Australia	29.4	47.6	394.1	438.4
Japan	86.5	79.3	384.9	737.1
Great Britain	167.3	155.4	1,635.1	1,484.4
Buenhogar:				
Central America	7.0	3.0	25.5	26.0
Chile	6.0	1.0	16.0	17.0
Colombia	65.3	27.5	437.5	486.8
Dominican Republic	14.0	7.80	75.0	147.7
Ecuador	24.0	14.0	166.5	145.5
Mexico	85.0	44.7	561.7	558.7
Peru	19.0	17.5	210.7	292.7
Puerto Rico	15.3	7.0	169.2	154.7
U.S.	19.2	8.0	167.0	134.5
Venezuela	62.3	21.5	379.8	274.2
Geomundo:				
Central America	11.0	7.0	81.3	64.0
Chile	9.5	4.0	75.8	58.0
Colombia	14.0	28.5	123.7	149.0
Ecuador	9.0	4.0	54.0	48.0
Mexico	14.0	9.0	111.3	86.5
Peru	5.5	7.5	81.3	64.0
Puerto Rico	4.5	4.0	36.8	49.0
U.S.	8.2	4.0	68.7	43.0
Venezuela	13.0	13.5	130.5	157.7
Hombre De Mundo:				
Central America	12.2	14.0	90.2	79.3
Chile	10.2	12.0	84.2	79.0
Colombia	19.3	36.0	136.0	159.5
Ecuador	11.2	15.0	64.2	81.0
Mexico	38.7	42.2	225.0	203.7
Peru	6.2	19.0	72.2	87.0
Puerto Rico	16.2	15.3	113.2	86.7
U.S.	12.8	5.0	87.8	45.0
Venezuela	32.2	23.0	237.7	176.8
Ideas Para Su Hogar:				
Central America	1.0	1.0	2.5	4.0
Chile	1.0	—	2.0	1.0
Colombia	41.7	36.0	266.3	353.5
Ecuador	10.0	11.0	62.5	56.5
Mexico	25.2	24.0	143.3	177.2
Peru	8.0	17.5	75.0	134.7
Puerto Rico	2.5	1.0	14.5	7.3
U.S.	9.0	4.5	91.5	60.3
Venezuela	37.3	21.0	252.8	169.3
Mecanica Popular:				
Argentina	6.2	8.3	64.0	88.7
Central America	20.2	20.2	162.5	162.0
Chile	10.8	9.5	82.3	80.7
Colombia	28.0	24.7	196.8	218.2
Mexico	22.3	13.3	174.5	120.0
Peru	25.5	43.0	196.2	268.2
Puerto Rico	21.2	18.5	176.2	183.2
U.S.	7.7	3.0	66.2	41.0
Venezuela	22.7	28.7	206.2	250.7
The Ring en Espanol:				
Colombia	—	—	4.0	—
Mexico	0.2	—	1.0	—
Puerto Rico	—	0.3	1.0	0.3
U.S.	5.0	4.7	55.8	43.2
Venezuela	2.0	1.0	18.0	8.0
Vanidades Continental:				
Central America	21.8	12.3	110.0	97.8
Chile	9.3	4.0	41.0	37.5
Colombia	117.5	106.3	870.5	846.0
Dominican Republic	35.7	37.5	130.5	240.5
Ecuador	36.2	34.2	243.7	181.2
Mexico	177.5	184.5	1,211.2	1,336.7
Peru	25.0	51.2	258.7	382.3
Puerto Rico	60.3	56.8	465.2	442.0
U.S.	44.0	58.2	531.3	565.2
Venezuela	85.3	55.0	669.0	538.5
Business Week Int'l.	176.9	169.1	1,733.9	1,867.4
Cosmopolitan Foreign Editions:				
Australia	106.9	101.4	826.4	843.8
Brazil	—	58.0	—	566.2
France	112.3	130.7	1,500.1	1,198.2
Germany	118.8	105.0	1,142.5	773.8
Great Britain	129.0	128.0	1,440.3	1,394.9
Greece	96.0	98.0	670.0	663.0
Holland	79.0	76.0	672.0	558.5
Italy	58.0	65.0	662.5	823.0
Japan	35.6	42.7	382.6	467.7
South Africa	93.0	—	934.5	—
Cosmopolitan en Espanol:				
Central America	8.3	3.3	26.3	29.7
Colombia	23.8	27.2	152.8	202.8
Ecuador	2.0	3.3	7.0	15.8
Mexico	122.2	100.3	684.5	764.8
Peru	7.0	11.3	39.5	91.8
Puerto Rico	51.3	44.5	347.0	274.8
U.S. (Spanish language)	23.8	23.2	242.0	229.3
Venezuela	49.3	18.8	265.8	175.8
International Management:				
Africa	15.3	17.3	147.3	191.8
Europe	63.5	47.7	516.7	514.5
Latin America	13.7	13.3	118.5	151.3
Middle East	20.5	32.0	204.3	288.5
Pacific	21.0	16.3	167.0	188.7
Johnston International:				
Alam Attijarat	45.5	77.5	683.5	748.3
Ejecutivo	17.3	25.5	70.0	99.5
Modern Africa	39.0	23.0	156.1	141.4
Modern Asia	26.5	59.6	387.2	450.8
Progreso (9X)	9.0	21.3	74.2	123.6
Reader's Digest:				
Arabic	12.0	—	122.0	130.5
Asian	303.0	227.5	2,371.0	2,735.8
Australian	56.5	69.3	865.8	871.3
Belgian-Flemish	88.3	110.5	1,008.0	1,056.0
Belgian-French	58.0	72.0	664.0	781.0
British	57.9	61.7	666.7	746.7
Chinese B.	206.0	174.0	1,355.2	1,397.8
Danish	20.8	26.8	372.1	403.0
Dutch	57.5	39.8	495.8	434.9
Finnish	22.0	51.0	484.0	772.0
French	24.2	42.8	537.4	669.0
German	61.5	87.9	811.3	911.5
Greek	6.0	18.0	95.0	29.5
Iberian	11.0	23.0	217.5	216.0
Indian-English	95.0	90.0	881.0	880.8
Indian-Hindi	10.0	7.0	83.0	51.5
Italian	58.5	40.0	429.5	561.5
Japanese	66.9	68.3	553.3	606.2
Korean	23.5	26.5	277.5	264.7
Latin American:				
Argentina	29.0	19.0	256.5	192.5
Brazil	5.0	9.0	40.5	102.5
Central American	11.0	20.0	118.5	149.5
Chile	15.0	13.5	130.0	181.5
Colombia	58.0	62.0	403.5	456.0
Ecuador	9.0	12.5	101.5	135.5
Mexico	78.0	86.0	641.6	605.2
Peru	12.0	15.0	118.5	134.5
Puerto Rico	5.0	11.0	64.5	88.5
U.P.B.	11.0	12.5	96.0	130.0
U.S. Spanish	13.5	18.0	139.0	176.0
Venezuela	14.5	17.5	139.0	176.5
New Zealand	86.5	78.0	1,055.6	1,049.8
Norwegian	27.0	53.3	387.7	501.4
Portugal	64.5	71.0	502.8	574.6
South African	62.5	71.8	1,183.8	1,207.8
Swedish	9.5	18.5	118.0	243.5
Swiss-French	34.3	35.2	322.5	364.2
Swiss-German	42.3	46.9	419.1	467.2
Time International:				
Time-Asia	104.4	108.5	1,109.8	1,243.1
Time-Atlantic	126.9	122.7	1,322.2	1,386.1
Time-Canada	177.4	147.0	2,248.3	1,924.5
Time-Latin America	63.1	57.4	604.8	613.4
Time-South Pacific	124.7	140.2	1,460.1	1,660.7
Visao (52X)	180.2	160.3	2,133.6	2,039.1
Vision/Latin America (26X) A.	36.1	36.9	373.6	380.9
Total Group	**6,016.8**	**5,807.6**	**58,468.2**	**57,267.0**
% change		**+3.6%**		**-3.1%**

U.K. software to drop U.S. price

By CLEVELAND HORTON

A British company that says it has captured 30% of the U.K. market for game software in less than a year will try to export its success to the U.S. The software publisher will use K mart stores as its port of entry.

London-based Mastertronic in late January will introduce 10 rock-bottom-price software games in the U.S. They will be sold in 60 Detroit-area stores owned by K mart Corp., Troy, Mich.

If the test succeeds, it might touch off a price war in the U.S.' estimated $1.5 billion home software market.

Mastertronic gained almost instant market share in the U.K. and more recently in Canada. Now it is establishing a joint venture with Bullock Industries, its Toronto-based partner for the Canadian market, to enter the U.S.

That joint venture, New York-based Mastertronic International, will position the games "as package goods and impulse items more than software" in cooperative print ads it hopes to start sometime in the first quarter of 1985, said Bullock president David Harding.

The company has no ad agency.

Mastertronic has sold 1.5 million units of software in the U.K. since the line was introduced last April, Mr. Harding said. In Canada, it has shipped about 150,000 units in four months. Mastertronic anticipates it will sell 2 million units in the U.S. this year.

The company believes its low-price strategy will satisfy an unfilled niche in the U.S. Most game programs here currently sell for $25 or more, but the Mastertronic disc-based titles—including "Chiller," "1985—The Day After" and "BMX Racer"—will sell for $9.99 each.

The software initially will be compatible only with Commodore International hardware but later will be expanded to other marketers' computers.

Perhaps the biggest task for Mastertronic will be establishing the quality of its programs. Closeout sales already have lowered the price of some game software, and consumers may interpret Mastertronic's low prices as a sign of financial trouble.#

Nintendo seeks U.S. videogame revival

REDMOND, WASH.—Nintendo Corp. of America, a subsidiary of the Japanese consumer electronics company, plans to introduce a home videogame console and 25 game cartridges to this country in June.

No prices have been set.

Interest in videogames faded almost as fast as it appeared earlier this decade.

The emergence of the low-price personal computer, which can act as a videogame player, brought growing console sales to an abrupt halt.

U.S. shipments of videogame consoles to dealers are declining, down from a 1982 high of 8.2 million units to 3 million in 1984 and 2 million projected for 1985.

In the U.S., Nintendo has concentrated on coin-operated videogames, where it lays claim to 50% of arcade-game sales.

The AVS model, equipped with an optional typewriter-like keyboard, resembles many lower-price personal computers. However, the company stresses that it is designed strictly for entertainment. No agency has been selected to handle the AVS introduction.#